

A hand in a light blue shirt sleeve is shown from the right, palm up, holding a large, stylized white outline of a cloud. The background is a dark blue gradient with several other smaller, faint white cloud outlines scattered around the main one.

ICT Cloud Computing

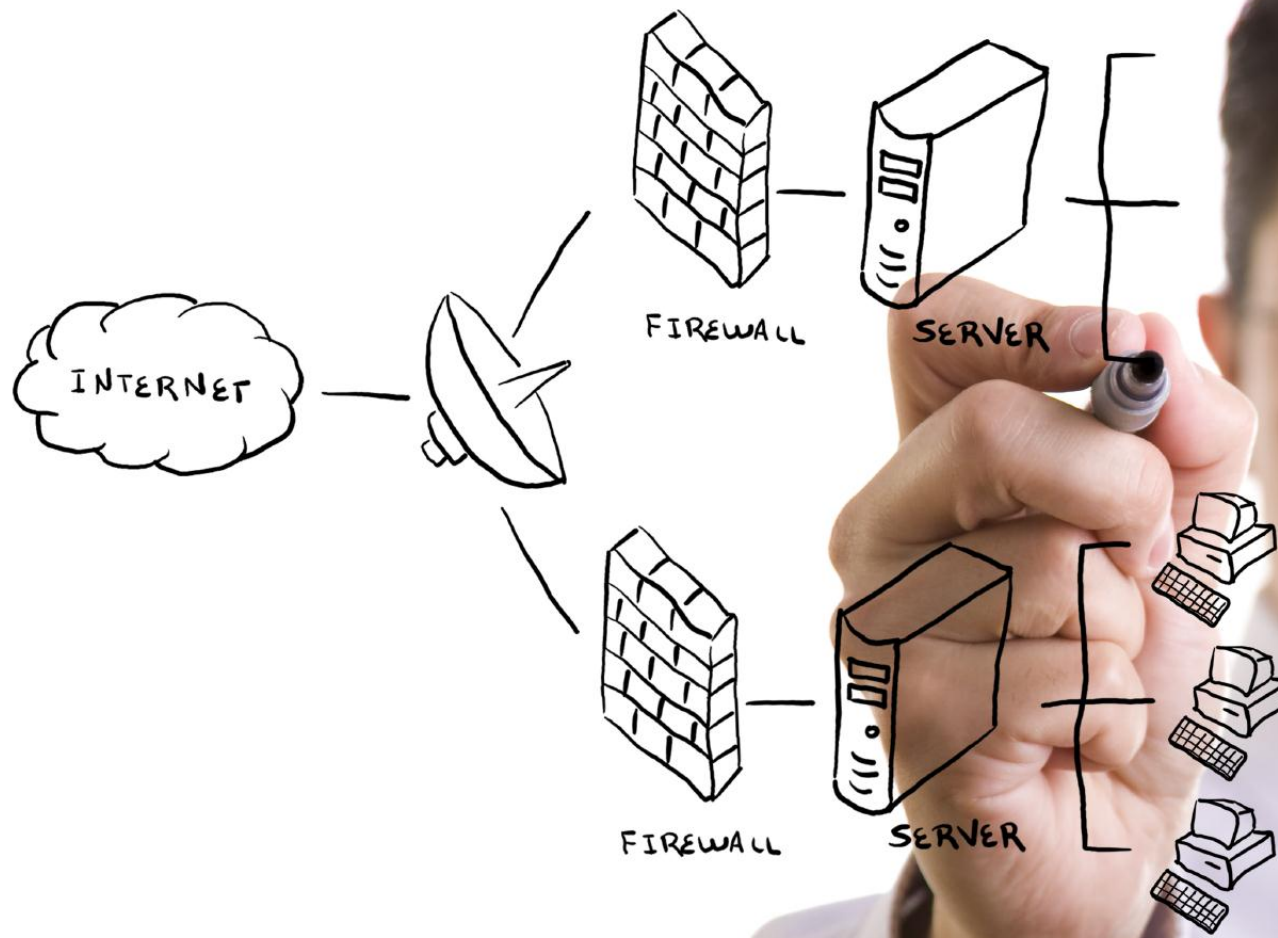
Present and Services

Cisco Expo, Bucharest

April 2013

Mihai Tudor - Chief Commercial Officer,
B2B @ Romtelecom





“CIOs will be required to take a more holistic view boundaries between mobile and fixed, voice and and a consumer will largely

Source: Ovum Market Analysis

ICT Market Evolution: Main areas of ICT solution development to address customer' needs

Upcoming ICT solutions enable enterprises to be more flexible, mobile and collaborative

Cloud Computing



- **51%** of ICT executives expect **cloud computing** to become the **dominant sourcing**;
- **SaaS** is becoming known as the **most flexible cost effective alternative** solution to traditional in-house software;
- Cloud computing industry is estimated to reach **\$160 Billion by 2012**.

B2B Application Development



- Mobile apps store will become a **major revenue generator**: **Downloads** are forecasted to **increase from \$7bn to \$50bn until 2012**;
- Compatible with **existing business models**;
- B2B apps **comply to multiple device platforms**.

FMC



- **Increasing flexibility** of working environment as **main driver** shift **towards rising fixed / mobile convergence**;
- Enterprise convergent communication spend is **expected to double by 2015** compared to 2008.

M2M



- **M2M demand profits from sustainability trend** as M2M systems allow to monitor and control energy consumption remotely.



Romtelecom steps-up to ICT – Technical capabilities

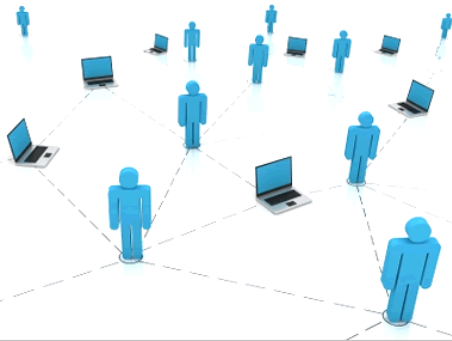
We build ICT on top of success stories from TELCO...

Cisco Certified Managed Services build on...

Managed MPLS VPN



Security
Scalability
Customizability
Quality / availability



Managed Premium Internet

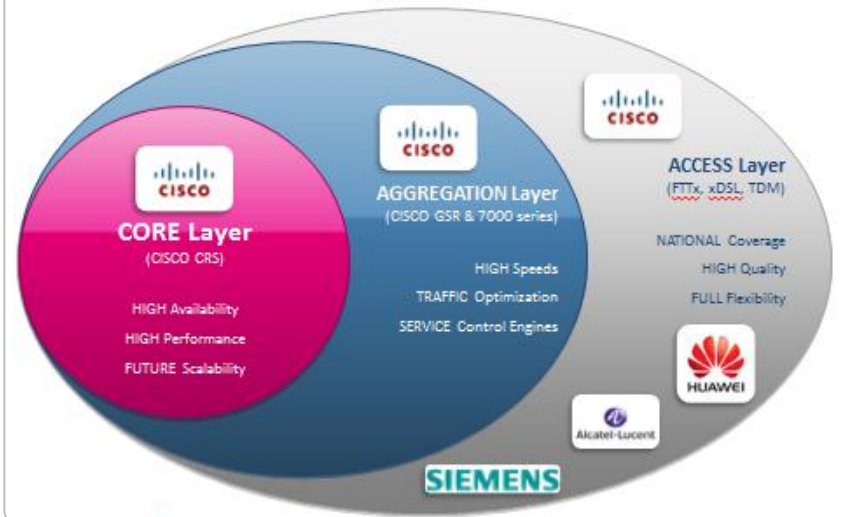


High speed
Quality / availability



...state of the art Cisco MPLS network

- End-to-end Cisco based network**
- 99.999% availability in Core**
- High performance design**
- Traffic optimization / Service control engines**



Romtelecom steps-up to ICT – human resources

...and specialized personnel

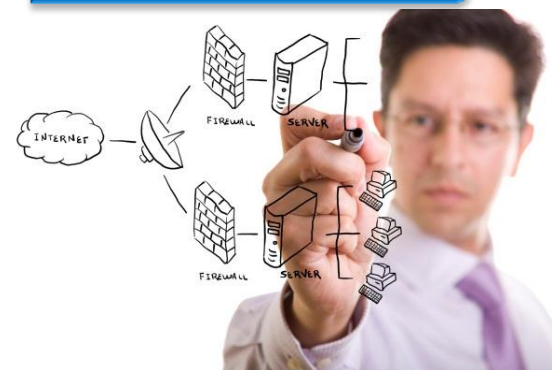
High trained IT & NOC engineers



ICT specialized Sales Force



Certified Project Managers & ICT solutions designers



400+ certified engineers:

- Cisco: 9 x CCIE + 200 x CCNP / CCNA / CCDA
- Microsoft
- Alcatel
- Siemens

50+ ICT specialized sales representatives / account managers



Microsoft®



IBM®



SIEMENS

Alcatel-Lucent 

30+ project managers, ICT solutions designers, ICT product managers



ROMTELECOM
BUSINESS SOLUTIONS



ICT portfolio & solutions

Four main directions: **Cloud Services | Managed Services | M2M – Smart Energy | FMC**

Managed Services



Managed
Office
Automation



Managed
Workplace



Managed
Application
Services

Increased
efficiency
&
Decreased
TCO

Cloud Services



Cloud
ERP / CRM



Cloud
SFA



Virtual
Desktop
Infrastructure

Increased
business
flexibility
&
Optimize
value
chain

M2M – Smart Energy

The energy industry is facing significant challenges and changes



Romtelecom value add:

We enable the energy industry to master the challenges of vastly increasing data volumes, to securely manage efficient use of energy and smart grids

FMC

Convergent
Fix-Mobile
Voice



Smart
Broadband

New Cloud Services by Romtelecom

Cloud applications | Virtual infrastructure

Cloud ERP

- ERP - Enterprise Resource planning
- Accessible via Web Portal
- Modules: Accounting, Partners Management, Stock Management, Fix Assets, Personnel & Salaries
- Pay only what you use and how long you use it



Cloud CRM

- CRM - Customer Relationship Management
- Accessible via Web Portal
- Modules: Sales Automation, Marketing, Customer Support, Calendar, Analysis / reports
- Pay only what you use and how long you use it



Virtual Desktop

Device agnostic

Virtual PC has:

1. Windows OS
2. Antivirus
3. 50GB Storage
4. Internet Explorer
5. Flash / Media play
6. Backup / Restore + Self Service portal



Sales Force Automation

- Sales opportunity insight
- Sales commissioning
- Products & pricing
- Sales quotas & proposals
- New order entry
- Order tracking



[Simple]

[Cost effective]

[Flexible]

[Scalable]

Cloud Computing is the new business

“The cloud model will propel IT market growth and expansion for the next 20 years”

F. Gens, IDC

- Expecting it for years: ICT becomes essential
- Cloud computing = IT + TC
- Core Belief Dynamic Net-Centric Sourcing



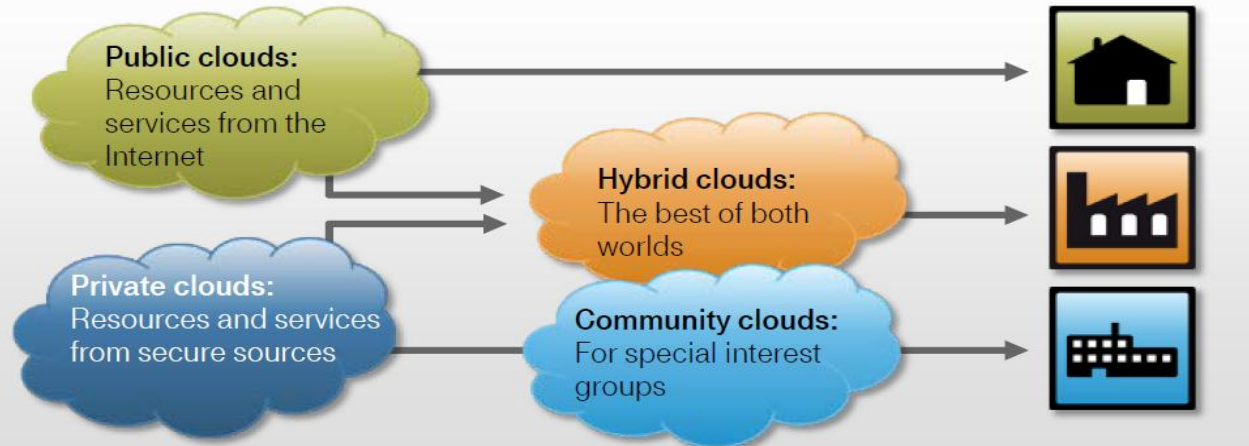
“Service models”

Cloud applications
– SaaS

Cloud platforms
– PaaS

Cloud infrastructures
– IaaS

“Deployment models”



Characteristics

On demand self services

Broad network access

Resource pooling

Rapid elasticity

Measured service

* Cloud definition of German National Institute of Standards and Technology

Business Market Place

In partnership with Deutsche Telekom



Business Apps as Service

Basic apps portfolio to be complemented by the partner apps (revenue share model) and community apps (e.g. eHealth).

Basic Apps



Virtual Desktop



eShop



Office 365



Hosted Exchange



Licenses

Advanced Apps.



Cloud Storage



Cloud ERP



Cloud CRM



Fleet Management



HR Apps.

DT Apps.

Other B2B apps available on DT / NatCos marketplace



Cloud Videomeet

Many providers – One conference



Collaboration as a Service

CONCEPT

Allow customers to use video conferencing easily, independent the used hardware

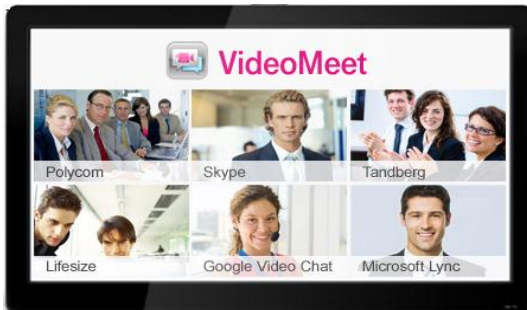
Global video conferencing service

End-point agnostic

Supports most clients / protocols

Native integration, neither gateways nor specific VC equipment required

Monthly fee or usage fee



powered by



CUSTOMER BENEFITS

Easy to use

Enhance communications

Save travel costs

0 EUR initial investment

Predictable / lower operational costs



Thank
you!

